WHAT IS CLAIMED IS:

- A self-tapping fastening peg for securing a weatherseal to a vehicle, the fastening peg comprising:
 - a pointed nose adapted to pierce an associated weatherseal;
 - a helical flange substantially circumscribing the nose;
 - a shoulder axially spaced from the flange; and
- a locking assembly disposed adjacent the shoulder and adapted to secure the fastening peg to an associated vehicle.

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- 2. The fastening peg of claim 1 wherein the pointed nose includes a thread.
- 3. The fastening peg of claim 1 wherein the pointed nose is conically shaped for piercing and advancing through an associated weatherseal.
- 4. The fastening peg of claim 1 wherein the helical flange includes a leading portion that spirals radially and circumferentially outward from the pointed nose.
- 5. The fastening peg of claim 4 wherein the leading portion merges into the pointed nose at a location spaced axially inward from a terminal end of the pointed nose.
- 6. The fastening peg of claim 5 wherein the leading portion proceeds axially away from the terminal end as it spirals outwardly.
- 7. The fastening peg of claim 1 wherein the helical flange merges into the pointed nose at a location spaced axially inward from a terminal end of the pointed nose.
- 8. The fastening peg of claim 1 wherein the helical flange includes a leading portion that spirals axially radially and circumferentially from the pointed nose.
- 9. The fastening peg of claim 8 wherein the helical flange terminates in a radial edge.
- 10. The fastening peg of claim 9 wherein the radial edge is located approximately 360 from where the helical flange merges into the pointed nose.

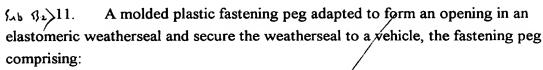
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a nose portion at a first end terminating in a piercing conical point; a flange spaced axially from the conical point and including a leading portion that extends axially from adjacent the nose portion;

a circumferentially continuous/shoulder axially spaced from the flange; and a locking assembly spaced on an axial opposite side of the shoulder from the flange.

- The fastening peg of claim 11 wherein the leading portion radially, axially, 12. and circumferentially merges into the nose portion.
- The fastening peg of claim 12 wherein the leading portion merges into the 13. nose portion at a region axially spaced from the conical point.
- The fastening peg of claim 11 wherein the locking assembly includes first 14. and second flexible arms/extending radially outward.
- The fastening peg of claim 11 further comprising a base configured for 15. handling by automated machinery.
- A method of attaching a weatherseal to a vehicle comprising the steps of: .16 ﴿ دِهُ مَا يَكُ providing a fastening peg; piercing the weatherseal with the fastening peg to form an opening in the

weatherseal; and partially advancing the fastening peg through the weatherseal opening.

The method of claim 16 wherein the advancing step includes rotating the fastening pe

- The method of claim 16 comprising the further step of securing the fastener in an opening formed in the vehicle.
- The method of claim 18 wherein the securing step includes axially advancing the fastener in the vehicle opening.



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20. The method of claim 16 comprising the further step of mechanically gripping one end of the fastening peg.

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